

Derek Belt
UW SMC – Winter 2013
Hootsuite Report

Dates Tracked: Jan. 19-26, 2013

Key findings:

- 32 tweets sent (but only 5 sent via HootSuite)
- 7 retweets
- 18 mentions by 13 users

Analysis:

- Many of my tweets were @replies, as my primary use of Twitter this past week was to engage in personal conversations with friends, coworkers and classmates in UW SMC.
- None of my messages were RTd more than once, but I did see 18 mentions by 13 different users (only 5 of whom are classmates). This speaks to the personal nature of my recent tweets, as many were intended for single users.
- The shareable content I did put on Twitter may not have gotten many RTs but it did generate a significant number of clicks—my top 3 tweets got 56 clicks between them.
- My top two tweets by number of clicks included three hashtags: for UW SMC, Social Media Club Seattle, and the MCDM at UW.

Top tweets:

- *An Amaz-ing resume!* <http://ow.ly/h9P2B> #smcsea #mcdm #uwsmc
 - 39 clicks
- *Here's a Twitter list for "Seattle Techies" – local folks killing it in digital media:* <http://ow.ly/h6JEX> #uwsmc #smcsea #mcdm
 - 12 clicks
- *Are you using Twitter lists? Here's one I created for "Digital Media Voices." Key players in SM discussions:* <http://ow.ly/h6Jp8> #uwsmc
 - 5 clicks

Recommendations:

- When appropriate, share social media-related posts with the hashtags #smcsea and #mcdm, as that reaches a wider audience than #uwsmc and puts my content in the best possible position to be seen by influencers.
- To generate more RTs, I could include more statistics or quotes or something else that speaks directly to what's inside the link I'm sharing.
- Test linking to relevant material in my @replies to see if that generates a click or not. This would help me understand my level of influence with the users I am engaging with on Twitter.